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Athens Now //

April 2019

Athens Convention & Visitors Bureau

Athens
LIFE UNLEASHED



Newsmakers // Opportunities // New Developments in Tourism

Alice H. Richards Children's Garden Grand Opening and Giveaway

The State Botanical Garden of Georgia celebrated the grand opening of the Alice H. Richards Children's Garden on Saturday, March 23. The 2.5 - acre garden opened to more than 3,000 people. The Garden expects 50,000 children to visit each year. The features include musical mushrooms, a replica of a cave and fossils, an area where children can plant their own garden, a depiction of the water



flow throughout the state of Georgia and much more. The grand opening featured performances by DanceFX, Classic City Ballet and many others at the new Theater in the Woods stage. To learn more about the garden, [click here](#).

In celebration of the new children's garden, the Athens CVB has partnered with the Georgia Department of Economic Development, the State Botanical Garden of Georgia, Homewood Suites and Half-Shepherd Market & Cheese shop to offer a giveaway for a chance to win a family trip to Athens this summer.

CVB staff tour Hotel Indigo renovations



(Back, L-R: Joel VanDusen, Jay Boling, Chuck Jones
(Front, L-R: Cheryle Potterf, Jeremiah Cook, Hannah Smith, Alvieann Chandler, Hotel Indigo Director of Sales Abby Hicks)

Hotel Indigo is currently undergoing a complete interior re-design, which includes all-new furnishings and decor in common areas and guest rooms, plus a covering for the patio to extend its usage in a variety of weather. The room enhancements include a reading light on both sides of the headboard, the addition of a refrigerator in each room and new local art. Hotel Indigo expects the renovations to be completed in time for the start of football season.

SALES UPDATES

CVB Sales holds Sports Tourism Meeting

On Thursday, March 28, at Terrapin Brewery, the Athens CVB brought together local sports and recreational stakeholders to discuss growing sports tourism in the community. Randy DuTeau, vice president of strategy and development of Due North Sports Partners, presented key findings and recommendations from his community assessment on the viability of pursuing and growing the sports tourism market.



The Athens CVB partnered with Due North Sports for a community assessment, an examination of the strengths and challenges Athens has in bringing sport-related events to the area. This research included

stakeholder feedback from popular venues. To read the full press release and view the full community assessment report, [click here](#).

CVB Sales attend Meetingmax Unconvention



Sales and Services Manager Joel VanDusen and Sales Manager Jeremiah Cook attended the 11th-annual Meetingmax Unconvention in Vancouver, Canada, on April 1 - 3. The Unconvention boasts tactical, expert-led learning, diverse learning opportunities and networking events at various

out-of-the box venues, as well as fosters an environment of open discussion with peers from other destination marketing organizations (DMOs). Cook was a presenter for one of the sessions and awarded a MeetingMax Core Value award for his exceptional work ethic.

DON'T MISS OUT: EXTRANET AND ATHENS TWILIGHT

Extranet Training

The CVB offers Partner Extranet Training on the second Thursday of each month from 1 - 2 p.m. Local partners can use the Extranet for promotion on VisitAthensGA.com, to access website reporting and upcoming conferences, as well as manage CVB leads. The next Partner Extranet Training will be **Thursday, May 9.**



RSVP to Hannah Smith hsmith@visitathensga.com.

Volunteers needed for Athens Twilight

Athens Twilight is in need of volunteers. The event will take place on Friday, April 26 - Saturday, April 27. Volunteers are needed beginning Thursday, April 25 - Sunday, April 28. If you would like to learn more about volunteering, [click here](#).



HOSPITALITY NEWSMAKERS

Creature Comforts' Athena beer featured in the Avengers Trailer



Marvel fans may have noticed a familiar beer can featured in the new *Avengers End Game* trailer. According to *Flagpole*, Emily Sabula, Creature Comforts spokesperson, confirmed that, yes, that is a can of Athena. "They approached us in advance asking if they could use our beer, and we, of course, were honored and said

'absolutely," she said. Creature Comforts celebrated its 5th anniversary on Saturday, April 13, and even released new drinks Athena Tiki and Duende.

CVB staff recognized for Service and Hospitality

The Classic Center held the inaugural quarterly employee meeting on Monday, April 1. Department heads discussed progress towards their FY19 goals, and employees were recognized for exceptional work and years of service. Among those recognized for years of service at the CVB were Director Chuck Jones (20 years), Director of Marketing and Communications Hannah Smith (15 years), Executive Assistant Venessa Banks (10 years) and Director of Sales Nick Arnold (5 years). Information Coordinator Christin Walker, Jones and Sales Manager Jay Boling received awards for exceptional hospitality and customer service.

Pouch Pies wins Flavor of Georgia contest

Pouch Pies won the University of



Georgia Flavor of Georgia food product contest in the meat-and-seafood category for their chicken, leek and thyme pie. Each category winner received an award and membership in the state Department of Agriculture's Georgia Grown program, statewide notoriety and bragging rights. Winners are also exposed to grocery buyers and food industry professionals who judge the final round of the contest. To learn more, [click here](#).

INDUSTRY UPDATE: ATHENS BURGER WEEK

The people behind ATL Burger Week are bringing one of ATL's most popular and successful restaurant promotions to Athens this May! Athens Burger Week kicks off on May 13th and will bring a TON of traffic into Athens' local restaurants. The hook is simple: Dozens of restaurants feature a \$5 specialty burger for the week. Then the public is asked to try as many as humanly possible so that they can vote for their favorite.



Athens' restaurants should check out www.AthensBurgerWeek.com website and sign up to participate.

May 13 - May 19

ATHENS IN THE NEWS

"10 Best Gardens to Visit in Georgia" - ExploreGeorgia.com April 2019

"Escape to Athens for Music, Dining, and Fun" - [Atlanta Magazine](http://AtlantaMagazine.com) April 2019

"Skip The Stadium Tour And Visit America's Coolest Small Music Venues"- uproxx.com April 2019

"9 Georgia Getaways Perfect for a Girls' Trip" - [Southern Living Magazine](http://SouthernLivingMagazine.com) March 2019

"MLB Ballpark Beer Guide" - [Sports Illustrated](http://SportsIllustrated.com) March 2019

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